




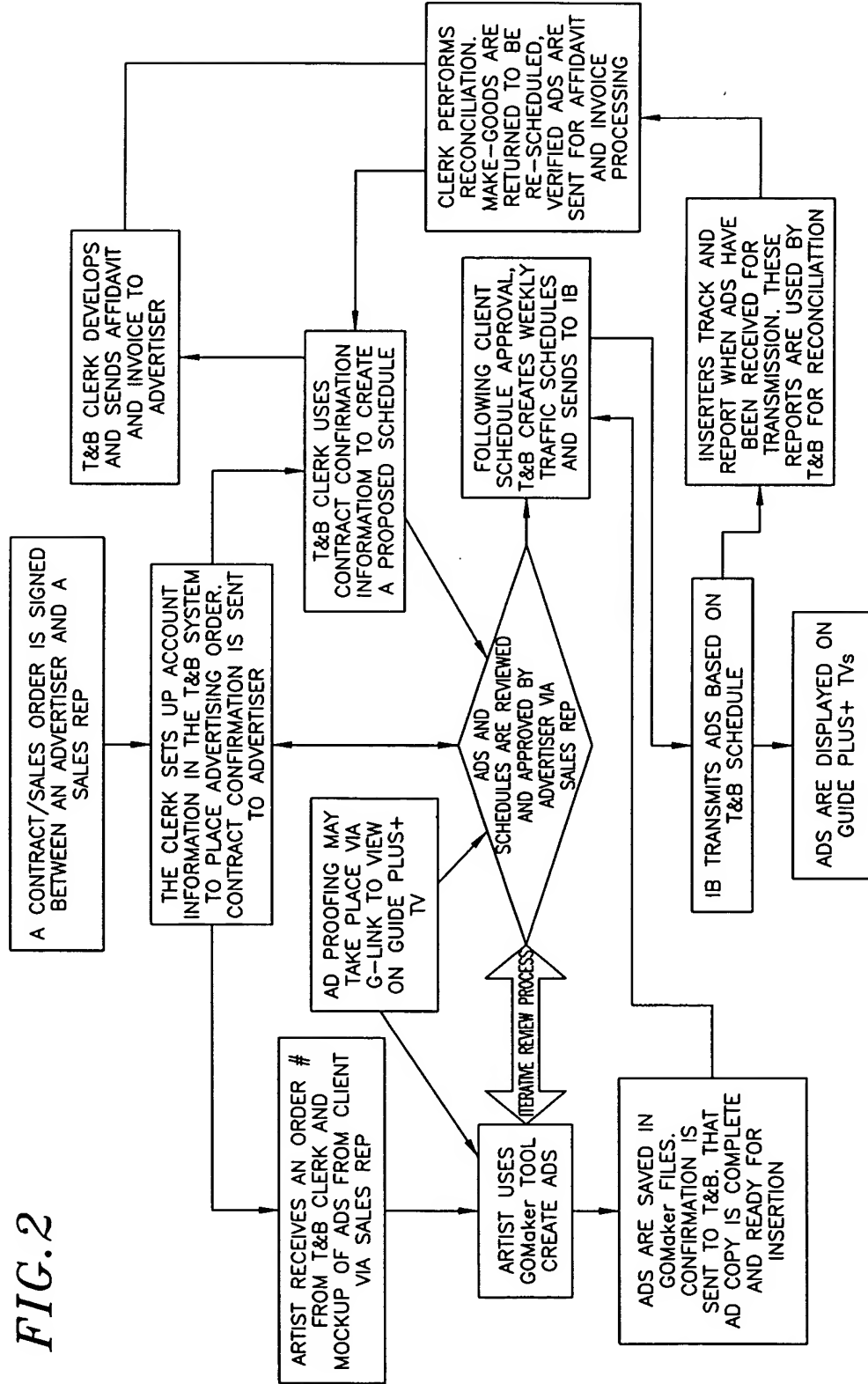
10:03PM PIP WINDOW DISPLAYING REAL TIME VIDEO FOR LAST CHANNEL VIEWED	<div style="text-align: center;">O WATCH O RECORD</div> <div style="border: 1px solid black; padding: 5px; margin-top: 10px;"> PRIME TIME LIVE: SAM DONALDSON INTERVIEWS TWO OF GOSPEL MUSIC'S PIONEERS, AMY GRANT AND SANDI PATTY. </div> <div style="margin-top: 10px;"> ABC [13] 9:00PM (1h) CC  </div> <div style="margin-top: 10px;"> <div style="border: 1px solid black; display: inline-block; padding: 2px;">GRID</div> <div style="border: 1px solid black; display: inline-block; padding: 2px;">SORT</div> <div style="border: 1px solid black; display: inline-block; padding: 2px;">SCHEDULE</div> <div style="border: 1px solid black; display: inline-block; padding: 2px;">MESSAGES</div> <div style="border: 1px solid black; display: inline-block; padding: 2px;">▶</div> </div>																														
AD WINDOW 1 DISPLAYING PANEL AD 	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <th style="width: 15%;">SAT</th> <th style="width: 45%;">9:00PM</th> <th style="width: 40%;">9:30PM</th> </tr> <tr> <td>LAST CHANNEL</td> <td colspan="2">PRIME TIME LIVE</td> </tr> <tr> <td>ABC</td> <td colspan="2" style="background-color: #cccccc;">PRIME TIME LIVE</td> </tr> <tr> <td>FOX</td> <td colspan="2" style="background-color: #cccccc;">AMER. MOST WANTED</td> </tr> <tr> <td>CBS</td> <td colspan="2" style="background-color: #cccccc;">EARLY EDITION</td> </tr> <tr> <td>MTV</td> <td colspan="2" style="background-color: #cccccc;">SPICE GIRLS CONCERT TONIGHT</td> </tr> <tr> <td>UPN</td> <td colspan="2" style="background-color: #cccccc;">WALKING TALL</td> </tr> <tr> <td>PBS</td> <td colspan="2" style="background-color: #cccccc;">ON GOLDEN POND</td> </tr> <tr> <td>AMC</td> <td colspan="2" style="background-color: #cccccc;">REMEMBER YOUNG PHILA</td> </tr> <tr> <td>ESPN</td> <td colspan="2" style="background-color: #cccccc;">COLLEGE FOOTBALL</td> </tr> </table>	SAT	9:00PM	9:30PM	LAST CHANNEL	PRIME TIME LIVE		ABC	PRIME TIME LIVE		FOX	AMER. MOST WANTED		CBS	EARLY EDITION		MTV	SPICE GIRLS CONCERT TONIGHT		UPN	WALKING TALL		PBS	ON GOLDEN POND		AMC	REMEMBER YOUNG PHILA		ESPN	COLLEGE FOOTBALL	
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AD WINDOW 2 DISPLAYING PANEL AD 																															

FIG. 1

ADVERTISING ORDER FLOW

FIG. 2



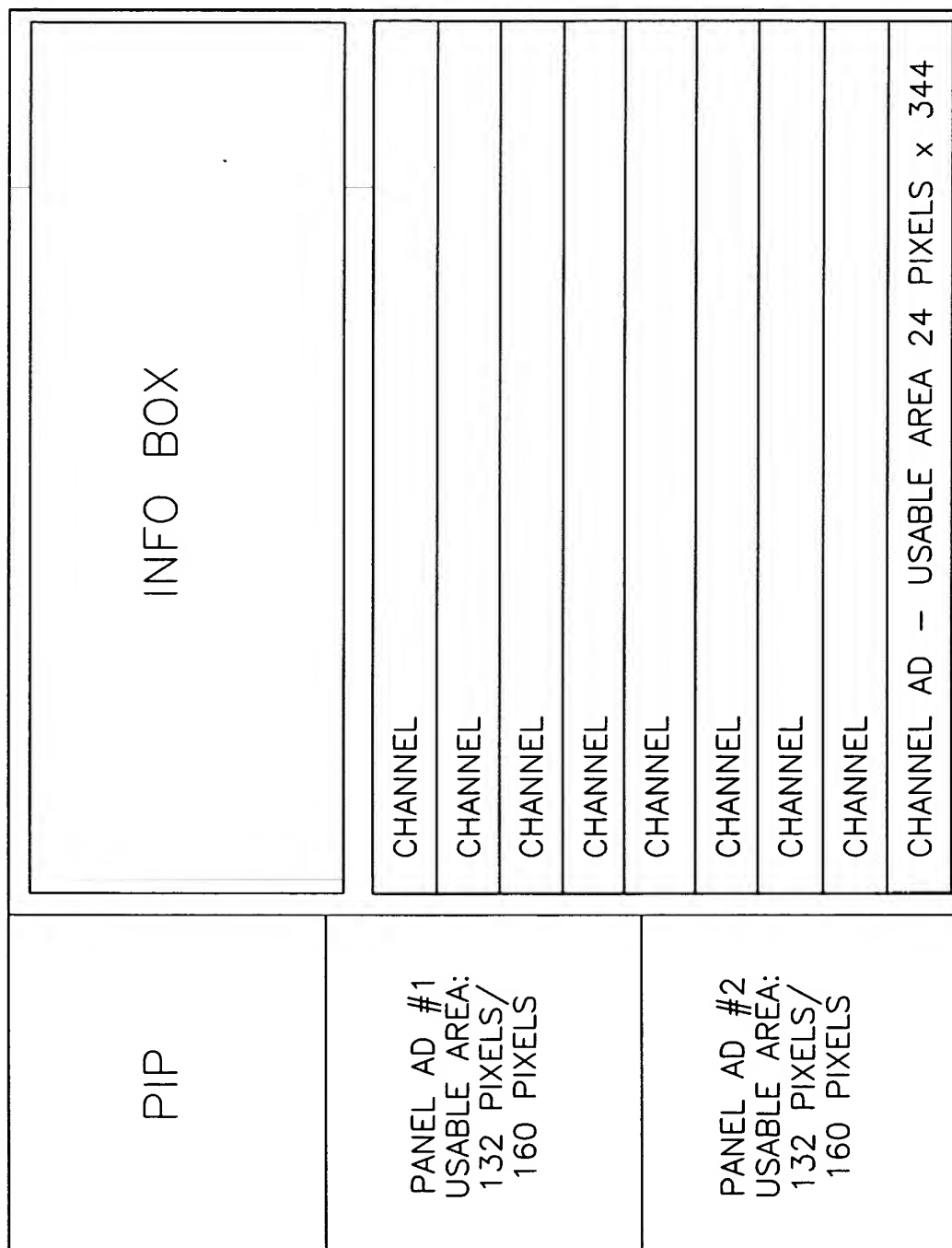


FIG. 3

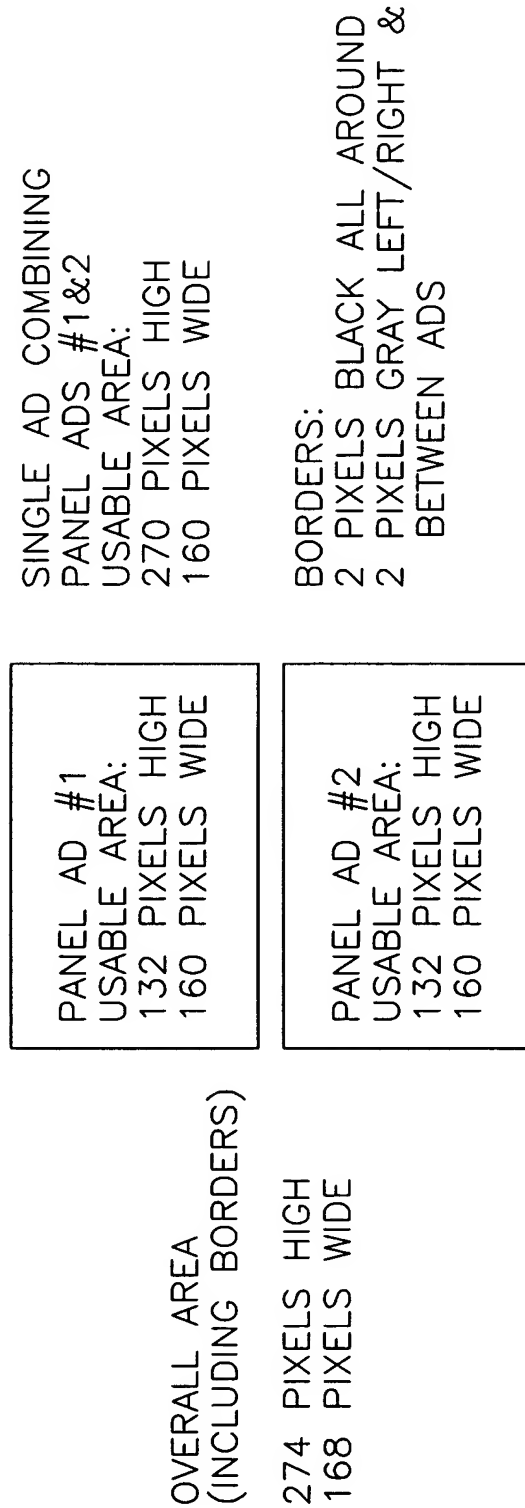
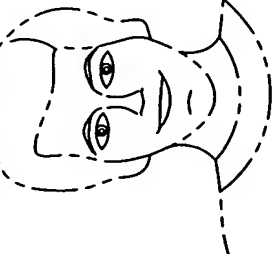
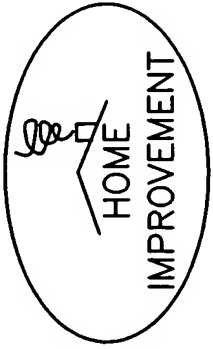
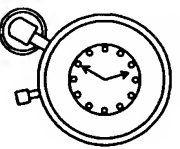


FIG. 4

11:51PM







WALLACE
BRADLEY
ROONEY

60 MINUTES
SUNDAY AT 7:00

O WATCH

O RECORD

MTV

GRATEFUL DEAD

THURSDAY AT 9PM

GRID

SORT

LIST

EDITOR

11:30pm

MIDNIGHT


LAST CHANNEL	1 NIGHTLINE
abc	1 NIGHTLINE
FOX	COLUMBO
	A CURRENT A... WHEEL OF F...
UPN	DEADLY GAMES
PBS	NOVA THIS OLD HO...
HBO	BATMAN FOR... THE ROCK...
ESPN	BASEBALL: MARINERS VS. YAN...
MTV	GRATEFUL DEAD CONCERT!

FIG.5

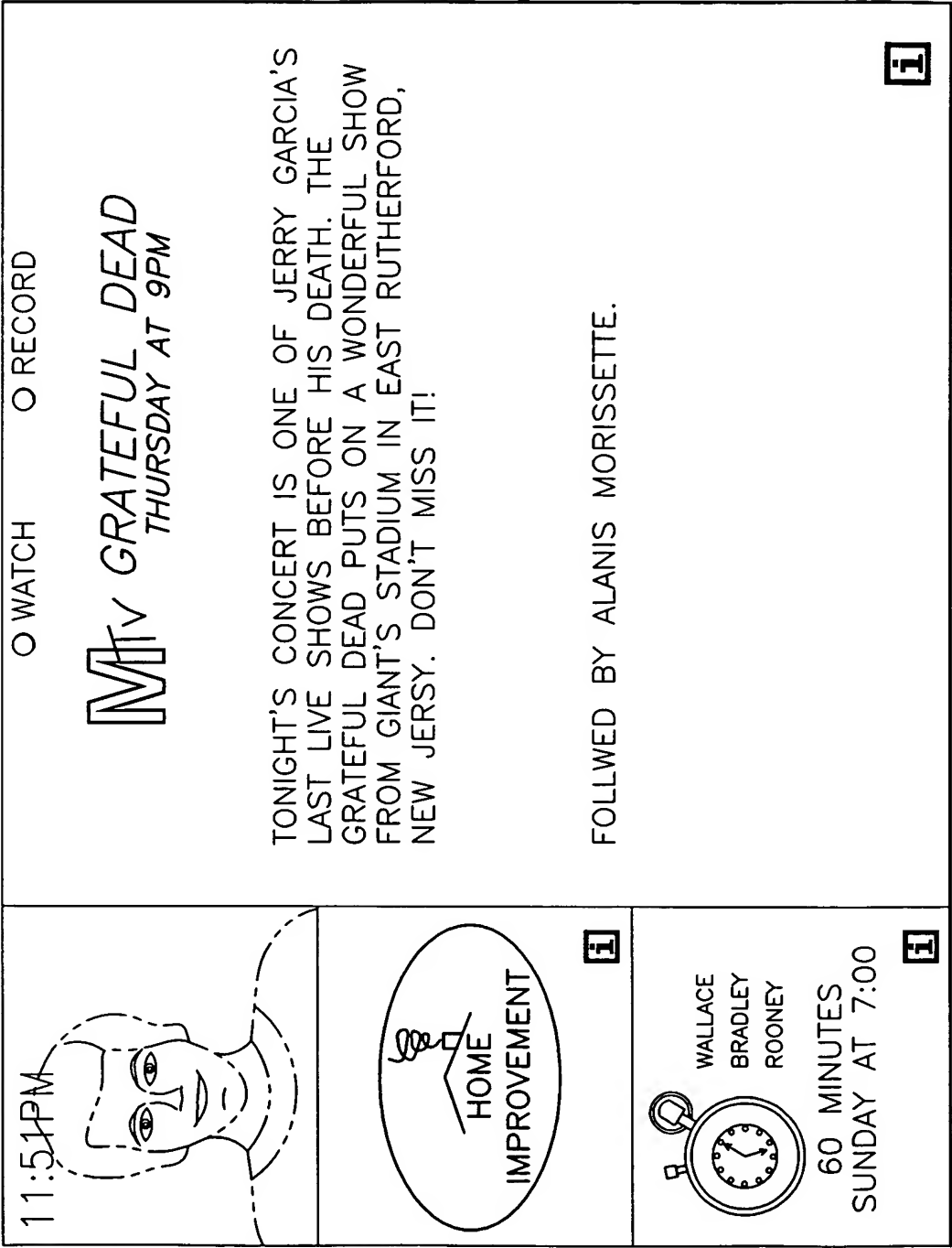


FIG. 6

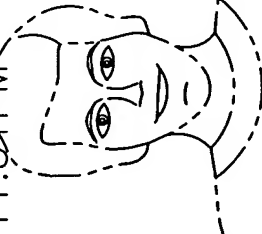
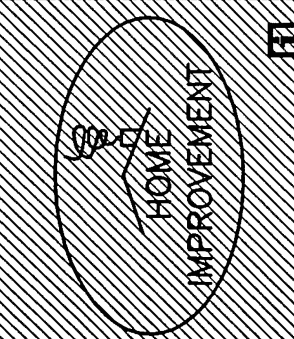
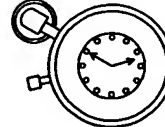

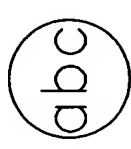

<p>11:51PM</p> 		<p>WALLACE BRADLEY ROONEY</p>  <p>60 MINUTES SUNDAY AT 7:00</p> 	<p>O WATCH O RECORD</p> <p> SEASON PREMIER! TUESDAY AT 9PM</p> <p>TIM ALLEN CONTINUES TO BRING HIS UNIQUE SLANT ON MASCULINITY TO HIS ROLE AS FATHER, HUSBAND, AND HOST OF "TOOL TIME." ALTHOUGH HE IS BEGINING TO FEEL THAT PANFS OF MID-LIFE CRISIS.....etc</p> 
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FIG. 7

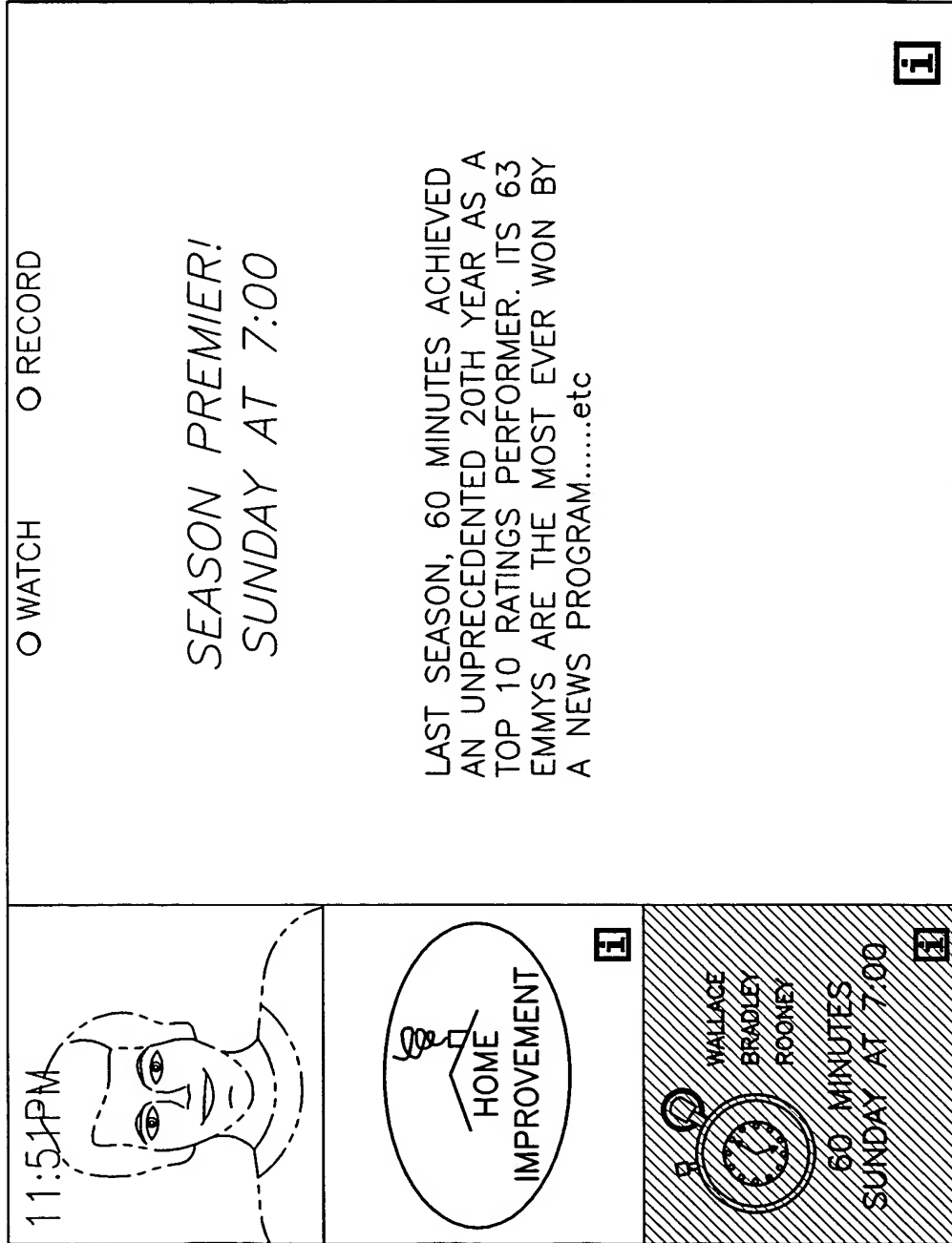


FIG. 8